CORE - HOW IT WORKS

How It Works

The step-by-step explanation of the Magnific platform and creative workflow.

Document Type	Core - How It Works
Brand	Magnific (formerly Freepik)
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Headquarters	13 Molina Lario St, 5th floor, 29015 Malaga, Spain
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Quick Summary

Magnific works in four steps: create a free account, choose the AI model or tool for the job, generate and refine with full control, then collaborate, upscale, and export at production quality. Every model - image, video, and audio - runs on one shared credit pool, inside one workflow, with a 250M+ asset stock library a click away.

Step 1: Sign Up & Access the Platform

Create an account at magnific.com with email or social login. Existing Freepik accounts work as-is - same login, nothing to migrate. You get:

- Access to 40+ image models, 30+ video models, and the full audio suite
- A daily free allowance on the Free plan, or a credit allocation on paid plans
- The full 250M+ stock library - photos, vectors, illustrations, icons, templates, mockups, fonts
- The Magnific image and video upscalers

Step 2: Choose Your Model or Tool

Magnific is model-agnostic. Pick the best model for the outcome you want - no separate accounts, no separate bills.

- Image - Nano Banana, Flux, Mystic, F Lite and more, with multi-image references
- Video - Google Veo 3.1, Seedance 2.0, Kling, Runway Gen-4.5 (480p to 4K, audio optional)
- Audio - voiceover, voice changer, sound effects, and music (ElevenLabs, Gemini 2.5 Pro, Google Lyria)
- Upscaling - Creative mode (Magnific) for AI-enhanced detail, Precision mode (Clarity) for faithful reproduction

Step 3: Generate, Refine & Control

Generation is the start, not the end. Magnific is built for iteration and professional control.

- Adjust prompts, references, strength, and per-model parameters
- Edit directly in the Image Editor - inpaint, extend, retouch, remove backgrounds
- Upscale up to 16x (16384px) with Precision, or reimagine detail up to 4x with Creative
- Use the AI assistant to move faster without over-explaining

Step 4: Collaborate, Scale & Export

Spaces is the collaborative, node-based canvas where teams turn a single idea into production output.

- Build repeatable workflows and chain models together
- Batch process at volume (for example, a List node running variations in Spaces)
- Share a live canvas with teammates and reviewers in real time
- Export production-ready images, video, and audio with the right commercial license for your plan

Beyond the Platform - API & MCP

Developers and teams can run Magnific programmatically:

- REST API at api.magnific.com (api.freepik.com remains valid; old endpoints supported for at least 6 months with deprecation headers)
- Model Context Protocol (MCP) to use Magnific models directly from AI agents and IDEs
- Both API and MCP run on the same credits as the rest of your plan

Frequently Asked Questions

Q: Is Magnific the same as Freepik? Yes. Freepik is now Magnific - same company, same team, same platform, same headquarters in Malaga, same legal entity. Nothing was shut down or replaced.

Q: Do my existing account and subscription still work? Yes. Your Freepik account works on magnific.com with the same login. Your subscription continues until it expires - no interruptions, no forced migrations.

Q: Does the standalone upscaler still exist? Yes. The Magnific upscaler stays at magnific.ai with no disruption. The full platform - 40+ models, audio, Spaces, and 250M+ assets - lives at magnific.com.